

3M Showcases Display Innovations at SID Display Week 2015

3M Display Materials and Systems Division will demonstrate industry-leading and forward-thinking display innovations at SID Display Week 2015 in San Jose, Calif. this week, from June 1-6. 3M is prepared to take flat panel displays to the next level, and Display Week attendees are invited to learn more about the latest 3M technology demonstrations.

Automotive Displays and Light Management

3M addresses the visual problems drivers face when viewing automotive displays with a new interactive automotive demonstration unit that will be unveiled for the first time at Display Week 2015. This new state-of-the-art automotive demonstration will allow attendees to see how 3M solutions are enhancing the performance of their automotive displays.

According to IHS Technology, Automotive Displays are projected to grow 29.1 percent in 2015. With this rapid growth and changes in vehicle interior design, 3M is providing solutions for brighter displays, reduced glare and eliminating windshield reflection.

William Edmonds, 3M Lighting Commercial Lead, will present “Display Technologies for LED Lighting. Part I: Optical Components” followed by John Van Derlofske, 3M Senior Scientist, presenting “Display Technologies for LED Lighting. Part II: Scalable Optical Architectures Enabled by Modular Film-based Components” during the *Advanced Light Sources Components, and Systems I* session in Room LL20EF, Thursday, June 4 from 9:00 – 10:20 am.

In Wearables, 3M Electronic Materials and Systems Division’s Timothy Wong, Senior Product Development Engineer for 3M, will present “Achieving Inconspicuous Head-Mounted-Display Optics” during the Wearable Display Systems session of the SID symposium in Ballroom 220B from 10:50 am – 12:10 pm Tuesday, June 2.

Broad Spectrum Color in Displays Large and Small

3M Display Materials and Systems Division enhances display color quality at exciting levels in new demonstration displays for all sizes and price points at Display Week 2015. 3M solutions are providing new levels of performance and enabling new designs including high color gamut performance up to Rec 2020 in UHD TV and monitor solutions using 3M Quantum Dot Enhancement Film and Energy Star 7.0 compliant TVs for both FHD and UHD solutions. Other solutions on display at Display Week will include lighter weight direct lit FHD TV solutions, Single backlight TV film solutions, no film backlight TV solutions and thin profile TV solutions.

James Thielen, 3M Product Development Specialist, will present “Quantum Dots: Optimizing LCD Systems to Achieve Rec. 2020 Color Performance” a study on meeting the Rec 2020 standards on Tuesday, June 2 in Room LL21EF at 2:40 pm in conjunction with Nanosys.

In addition, 3M’s James Hillis, Vision Science Specialist for 3M, will present “Closing in on Rec. 2020: How Close is Close Enough?” a study on the Rec 2020 standards on Tuesday, June 2 at 3:40 pm in room LL20A. Please check show listings for updated times and locations.

3M DMSD measures displays with Display Quality Score, which considers a broader range of visual factors when ranking visual quality than previously available methods. Hillis will discuss the 3M Display Quality Score during the International Committee on Display Metrology ICDM at their meeting on Tuesday, June 2 at 6:00 pm. The 3M

Max Design mobile app, once again available for demonstration at 3M Booth #416, will allow device manufacturers to visualize display component options with their system run returns in various configurations for devices of all sizes.

Energy Efficiency and Battery Life

3M's technology makes mobile displays of notebooks, tablets and phones even lighter, brighter and more energy efficient than ever before. In conjunction with enhanced display quality and thinner designs, 3M has created solutions for increased energy efficiency that extends device battery life for the mobile user. Fedja Kecman, 3M Marketing Manager, will speak on "Innovations in Display Efficiency to Drive Mobile Growth" during the SID Business Conference as part of the Emerging Technologies and Applications to Increase Profit Panel on Monday, June 1 at 2:15 pm in Room #230ABC.

In preparation of new ENERGY STAR requirements for televisions and displays, 3M has prepared an Energy Efficiency Workshop to review the changes. 3M will demonstrate how manufacturers can meet and exceed the new standards expected this year through the use of high efficiency backlight films. 3M will extend this efficiency tutorial to mobile devices where battery life can be improved using backlight enhancement films. This workshop will be held in the 3M Booth #416 Tuesday and Wednesday, June 2 and 3 at various times.

Please visit the 3M booth #416 at SID Display Week through June 4 in San Jose, Calif. or visit www.3M.com/displayfilms for more information.

About 3M

At 3M, we apply science in collaborative ways to improve lives daily. With \$32 billion in sales, our 90,000 employees connect with customers all around the world. Learn more about 3M's creative solutions to the world's problems at www.3M.com or on Twitter [@3M](https://twitter.com/3M) or [@3MNewsroom](https://twitter.com/3MNewsroom).

About 3M Display Materials and Systems Division

3M Display Materials and Systems Division creates exceptional viewing experiences for users around the world with leading display innovations. In warehouses, stores, offices, at home and on the go, displays foster interaction between people and technology every day. The division works with the leading global brands to drive advances in displays and improve the user experience across devices by making them lighter, more flexible, thinner, brighter, more energy efficient, sustainable in tough work environments and more responsive to touch commands. To learn more, please visit us at www.mmm/optics101.

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